

REMARKS

Applicants have reviewed the Final Office Action dated July 10, 2008, and the reference cited therein. Claims 1, 5-9, 11, 12, and 17-23 were previously pending and were rejected as either anticipated or obvious over the prior art. In particular, claims 11-12 and 22-23 stand rejected as anticipated by Sawyer U.S. Pat. Pub. 2004/0052037 (Sawyer). Claims 1, 5-9, and 17-21, stand rejected as obvious over Sawyer in view of Radley-Smith US Pat. No. 7,209,114 (Radley-Smith).

Applicants have amended the claims to more clearly recite the subject-matter believed to be their invention. In particular, Applicants have amended claim 1 to recite that abutting sides of adjacent ones of the distance elements provide a stiffened support structure when the flexible display is in an unrolled state. Such arrangement contradicts the teachings of Radley-Smith wherein the "stable" stiffened state is the rolled up state.

In addition, claims 5, 17 and 18 have been canceled. Applicants submit that the claims are now in proper form for allowance.

Therefore, Applicants request favorable reconsideration of the Office Action's grounds for rejecting claims 1, 5-9, 11, 12 and 17-23, in view of Applicants' amendments and the remarks provided herein. Please charge any fee deficiencies to Deposit Account No. 12-1216.

The Rejection of Claims 11, 12, 22 and 23 As Anticipated by Sawyer

Applicants traverse the rejection of the claims over Sawyer in view of the presently submitted amendments. Applicants submit that independent **claim 22** is distinguishable from Sawyer for at least the reason that Sawyer does not disclose the recited protection foil. In the event the rejection is not withdrawn, Applicants request identification of the protection foil in Sawyer.

The Rejection of Claims 1, 5-9, and 17-23 As Obvious Over Sawyer in View of Radley-Smith

Applicants have amended **claims 1 and 20**, by specifically reciting physical features of the (distance element) bars that are neither disclosed nor suggested by the teachings of either Sawyer or Radley-Smith. In particular, neither of the cited references discloses a display assembly wherein the support structure for the flexible display comprises a set of

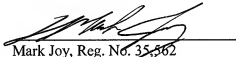
adjacent bars that form abutting sides to render a stiffened support structure for the flexible display in the unrolled state. Furthermore, claim 1 recites a "continuous layer of flexible material" positioned between the flexible display and the distance elements that is neither disclosed nor suggested by the cited prior art. *See*, flexible material 21 in FIG. 2D of Applicants' original application.

Applicants submit that each of the claims depending from claim 1 are patentable for at least the reasons set forth herein above.

Conclusion

Applicants respectfully submit that the patent application is in condition for allowance. If, in the opinion of the Examiner, a telephone conference would expedite the prosecution of the subject application, the Examiner is invited to call the undersigned attorney.

Respectfully submitted,



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